



23F, China Development Bank Tower  
No.2, Gaoxin 1st Road  
Xi'an, Shaanxi, China 710075

## **SkyPeople Launches Hedetang (Mei County) Kiwi Orchard**

XI'AN, China, Aug. 8, 2016 /PRNewswire/ -- SkyPeople Fruit Juice, Inc. (NASDAQ: SPU) ("SkyPeople" or "the Company"), a producer of fruit juice concentrates, fruit juice beverages and other fruit-related products, today announced the official launch of Hedetang (Mei County) Kiwi Orchard on August 3<sup>rd</sup>, 2016 by Shaanxi Guoweimei Kiwi Deep Processing Company ("SGKD"), an indirectly wholly-owned subsidiary of SkyPeople, which signed a lease agreement of 20 thousand mu (approximately 3,300 square acres) of farmland with the Di'erpo Committe of Jinqu Village, Mei County, Shaanxi for 30 years, from August 5, 2016 to August 4, 2046.

"We are pleased to announce this lease agreement for agricultural land in Mei County, a region known worldwide for its production of organic kiwi products," said Mr. Yongke Xue, Chief Executive Officer of SkyPeople. "The Hedetang Kiwi Orchard employs the use of intelligence agricultural technology tools to optimize harvest yields, day-to-day management and product marketing. This new modern approach is part of our strategic plan to create a high tech agricultural value chain by coordinating distribution through high-tech means such as the utilization of e-commerce platforms."

The Hedetang (Mei County) Kiwi Orchard is located in Mei County, the "Home of Kiwi", and produces only organic kiwi. The orchard will utilize intelligence agriculture technologies to grow kiwi saplings. For commercial kiwi production, the Company will realize their online and offline distribution kiwis through Hedetang Farm Products Trading Market Company ("HDTM"). For non-commercial kiwi production (i.e. further processed from raw material kiwi products), the Company will facilitate their further processing through SGKD, in order to reduce the purchase cost of raw materials and ensure the quality of kiwis. The orchard is expected to benefit the Company significantly.

The transition from traditional agriculture to modern intelligence agriculture is becoming a growing trend. Intelligence agriculture utilizes modern technology including cloud computing and sensor networks across all stages of the agricultural production, management and marketing processes. The resulting agriculture system is planned to be highly advanced as it will also leverage state-of-the-art decision making programs, social service systems, precision planting, visualized management and internet marketing.



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The launch of Hedetang (Mei County) Kiwi Orchard will promote the transition of kiwi plantations from a traditional approach to an intelligence approach, and fully utilize the benefits of agriculture mechanization, UAV (unmanned aerial vehicle) monitoring, automatic identification and other intelligence tools. Hedetang (Mei County) Kiwi Orchard is also expected to realize a seamless collaboration with HDTM, which will contribute even more intelligence agriculture to the business.

### **About SkyPeople Fruit Juice, Inc.**

SkyPeople Fruit Juice, Inc., a Florida company, through its wholly-owned subsidiary Pacific Industry Holding Group Co., Ltd. ("Pacific"), a Vanuatu company, and SkyPeople Juice International Holding (HK) Ltd., a company organized under the laws of Hong Kong Special Administrative Region of the People's Republic of China and a wholly owned subsidiary of Pacific, holds 73.42% ownership interest in SkyPeople Juice Group Co., Ltd. ("SkyPeople (China)") and 100% ownership interest in SkyPeople Foods (China) Co., Ltd. ("SkyPeople Foods China"). SkyPeople (China) and ("SkyPeople Foods China"), together with their operating subsidiaries in China, are engaged in the production and sales of fruit juice concentrates, fruit beverages, and other fruit related products in the PRC and overseas markets. The Company's fruit juice concentrates are sold to domestic customers and exported directly or via distributors. Fruit juice concentrates are used as a basic ingredient component in the food industry. Its brands, "Hedetang" and "SkyPeople," which are registered trademarks in the PRC, are positioned as high quality, healthy and nutritious end-use juice beverages. For more information, please visit <http://www.skypeoplefruitjuice.com>.

### **Safe Harbor Statement**

Certain of the statements made in this press release are "forward-looking statements" within the meaning and protections of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended, or the Exchange Act. Forward-looking statements include statements with respect to our beliefs, plans, objectives, goals, expectations, anticipations, assumptions, estimates, intentions, and future performance, and involve known and unknown risks, uncertainties and other factors, which may be beyond our control, and which may cause the actual results, performance, capital, ownership or achievements of the Company to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. All statements other than statements of historical fact are statements that could be forward-looking statements. You can identify these forward-looking statements through our use of words such as "may," "will," "anticipate," "assume," "should," "indicate," "would," "believe," "contemplate," "expect,"



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"estimate," "continue," "plan," "point to," "project," "could," "intend," "target" and other similar words and expressions of the future.

All written or oral forward-looking statements attributable to us are expressly qualified in their entirety by this cautionary notice, including, without limitation, those risks and uncertainties described in our annual report on Form 10-K for the year ended December 31, 2014 and otherwise in our SEC reports and filings, including the final prospectus for our offering. Such reports are available upon request from the Company, or from the Securities and Exchange Commission, including through the SEC's Internet website at <http://www.sec.gov>. We have no obligation and do not undertake to update, revise or correct any of the forward-looking statements after the date hereof, or after the respective dates on which any such statements otherwise are made.

**For more information, please contact:**

**COMPANY**

Cindy Liu, Investor Relations Manager

SkyPeople Fruit Juice, Inc.

Tel: China + 86 - 29-8837-7161

Email: [skypeople\\_annie@163.com](mailto:skypeople_annie@163.com)